

This listing of claims will replace all prior versions, and listings, of claims in the Application:

1. (Currently amended) A computer system for dynamic pricing of at least one item ~~in a customer's order~~ comprising:

at least one static calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ that are not conditional; and

at least one dynamic calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ based upon conditional rules.

2. (Original) The computer system of claim 1 wherein the at least one static calculator comprises a pre-calculator that determines an initial price.

3. (Original) The computer system of claim 1 wherein the at least one static calculator comprises a post-processing calculator that adjusts a determined price according to a price generation algorithm.

4. (Original) The computer system of claim 1 wherein the at least one dynamic calculator further comprises a qualifier and a discount calculator.

5. (Currently amended) The computer system of claim 4 wherein the qualifier applies rules to determine if the at least one ~~an~~ item is qualified to receive a discount.

6. (Currently amended) The computer system of claim 5 wherein the rules comprise a condition that must be satisfied for the at least one ~~an~~ item to qualify for the discount.

7. (Currently amended) The computer system of claim 5 wherein the rules comprise a condition that must be satisfied for the at least one ~~an~~ item to qualify for the discount and a target upon which to apply the discount.

8. (Currently amended) The computer system of claim 5 wherein the at least one discount calculator applies a discount to the at least one ~~an~~ item that is determined to be qualified to receive a discount.

9. (Currently amended) The computer system of claim 1 wherein the at least one static calculators further comprises a pre-calculator that determines an initial price and a post-processing calculator that adjusts a determined price according to a price generation algorithm; and

the at least one dynamic calculator further comprises a qualifier and a discount calculator.

10. (Original) The computer system of claim 1 wherein the at least one static calculator and the at least one dynamic calculator make up a pricing engine.

11. (Original) The computer system of claim 10 further comprising a plurality of pricing engines.

12. (Currently amended) The computer system of claim 11 wherein at least one of the plurality of pricing engines calculates a price for the at least one ~~a particular~~ item.

13. (Currently amended) The computer system of claim 11 wherein at least one of the plurality of pricing engines calculates a shipping price for the at least one ~~of a particular~~ item.

14. (Currently presented) The computer system of claim 11 wherein at least one of the plurality of pricing engines calculates an applicable tax amount for the at least one ~~a particular~~ item.

15. (Previously presented) The computer system of claim 11 wherein at least one of the plurality of pricing engines calculates an amount comprising a price for all items in an order, shipping costs and applicable taxes for the order.

16. (Original) The computer system of claim 10 wherein the pricing engine is connected to a network for determining prices of items for sale over the network.

17. (Original) The computer system of claim 16 wherein the network is the Internet.

18. (Original) The computer system of claim 16 wherein the network is a wireless network.

19. (Original) The computer system of claim 16 wherein the network is telephone-based.

20. (Currently amended) A system for dynamic pricing of at least one item ~~in a customer's order~~ comprising:

at least one static calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ that are not conditional;

at least one dynamic calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ based upon conditional rules,

wherein the at least one dynamic calculator further comprises a qualifier and a discount calculator.

21. (Currently amended) A system for dynamic pricing of at least one item ~~in a customer's order~~ comprising:

at least one static calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ that are not conditional; and

at least one dynamic calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ based upon conditional rules,

wherein the at least one static calculator comprises at least one pre-calculator that determines an initial price.

22. (Currently amended) A system for dynamic pricing of at least one item ~~in a customer's order~~ comprising:

at least one static calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ that are not conditional; and

at least one dynamic calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ based upon conditional rules,

wherein the at least one static calculator comprises at least one post-processing calculator that performs final adjustments to a price based upon a price generation algorithm.

23. (Currently amended) A system for dynamic pricing of at least one item ~~in a customer's order~~ comprising:

at least two static calculators for making modifications to the price to be paid by the customer for the ~~order~~ at least one item that are not conditional; and

at least one dynamic calculator for making modifications to the price to be paid by the customer for the ~~order~~ at least one item based upon conditional rules,

wherein the at least two static calculators further comprise a pre-calculator that determines an initial price and a post-processing calculator that adjusts a determined price according to a price generation algorithm; and

the at least one dynamic calculator further comprises a qualifier and a discount calculator.

24. (Currently amended) A computer system for dynamic pricing of at least one item ~~in a customer's order~~ comprising:

a module for determining an initial price on the at least one item ~~in the order~~ to be paid by the customer; and

at least one dynamic calculator for modifying the initial price on the at least one item ~~in the order~~ to be paid by the customer based upon conditional rules.

25. (Currently amended) A method of performing dynamic pricing on at least one item ~~in a customer's order~~ comprising the steps of:

determining an initial price on the at least one item ~~in the order~~;

performing one or more dynamic price calculations on the at least one item ~~in the order~~ based upon one or more conditional rules,

wherein these two pricing steps yield a price to be paid by the customer for the at least one item ~~in the order~~.

26. (Currently amended) A method of performing dynamic pricing on at least one item ~~in a customer's order~~ comprising the steps of:

performing one or more static price calculations on the at least one item ~~in the order~~ that are not conditional; and

performing one or more dynamic price calculations on the at least one item ~~in the order~~ based upon one or more conditional rules,

wherein these two price calculation steps yield a price to be paid by the customer for the at least one item ~~in the order~~.

27. (Original) The method of claim 26 further comprising the step of utilizing elements of a price environment to perform the calculations.

28. (Original) The method of claim 26 further comprising outputting price information after the calculations are complete.

29. (Original) The method of claim 28 wherein the price information comprises a price calculation history which further comprises one or more of the rules used to calculate the price.

30. (Original) The method of claim 29 wherein the price calculation history may be used to recalculate a price in the future.

31. (Currently amended) A method of allowing a user to create rules for dynamic pricing of at least one item ~~in a customer's order~~ comprising the steps of:

providing at least one static calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ that are not conditional;

providing at least one dynamic calculator for making modifications to the price to be paid by the customer for the at least one item ~~order~~ based upon conditional rules; and

providing a user interface that allows a user to input at least one conditional rule.

32. (Original) The method of claim 31 wherein the rule is input in text format.

33. (Original) The method of claim 32 further comprising a step of transforming the rule to an executable format.

34. (Currently amended) A computer program product, residing on a computer-readable medium, for dynamic pricing of at least one item ~~in a customer's order~~, the computer program product comprising instructions for causing a computer to:

determine an initial price on the at least one item ~~in the order~~; and

perform dynamic price calculations on the at least one item ~~in the order~~,

wherein these instructions yield a price to be paid by the customer for the at least one item ~~in the order~~.

35. (Original) The computer program product of claim 34 wherein the computer-readable medium includes a magnetic disk.

36. (Original) The computer program product of claim 34 wherein the computer-readable medium includes an optical disk.

37. (Currently amended) A computer program product, residing on a computer-readable medium, for dynamic pricing of at least one item ~~in a customer's order~~, the computer program product comprising instructions for causing a computer to:

perform static price calculations on the at least one item ~~in the order~~ that are not conditional; and

perform dynamic price calculations on the at least one item ~~in the order~~ based upon conditional rules,

wherein these instructions yield a price to be paid by the customer for the at least one item ~~in the order~~.

38. (Previously presented) The computer system of claim 40 wherein the order comprises a single item.

39. (Previously presented) The computer system of claim 40 wherein the order comprises a plurality of items.

40. (New) The computer system of claim 1 wherein a customer's order includes the at least one item.